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Google, "Vol. IX, Tab 46 - Ex. 30 - Document Google Trademark Policy Task Force" (2004). *Rosetta Stone v. Google (Joint Appendix)*. Paper 97.

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Google Trademark Policy Task Force -
February 27, 2004

Will we proactively suggest TM terms to advertisers? No

Will we reactively suggest TM terms to advertisers? Yes (but to what extent)

If a client is upset that someone is running on their TM term, do we put them in touch with our client? If so, who? It seems like there is a legal need to do this, is this the case? Otherwise I do not think that we should have to do this.

CSR to CSR - "My client is upset that you are running on their TM term, can you please add a neg to their campaign?" No

CSR to CSR - "My client is upset that you are running on their TM term, can you please delete that KW from your campaign?" No

Client to CSR - "Can you please ask whomever handles the COMPETITOR campaign to take them off my TM terms?" No

Client to CSR - "Can you please ask whomever handles the COMPETITOR campaign to add negs?" No

Client submitted a TM letter 3 weeks ago and now it is void. The client is going to be upset that it took 3 weeks to process the letter and now it is void. Potential request for a credit. No

For premium plus clients whom we think will be negatively impacted by a change, we should proactively create a new keyword list that essentially is made up of their TM terms + all the other terms in their KW list. For example,

TM Term - Sears
Potential new KWS -
Sears Toys
Sears Washers
Sears Appliances
Etc.

We would likely start the bid on these words at the lower end, around \$.10

We add negs to help ROI, not help clients overcome TM issues

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